

## Paradigmatic Shifts in the Dynamics of Success: Aggressive Marketing Through Digital Culture

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*(The Art of Being Influencers: Emerging New Ideology in the Promotion, Popularity and Propagation of Business, Politics, Religion, Education, Fake Culture, Astrology, Medical Totakas, Vulgarities, Illusions and Superstitions.)*

Insane emphasis on religious practices and excessive stress on spirituality have considerably rendered insignificant and relegated to the background human capabilities, abilities, zeal, passion and energy to think innovatively, cherish glorious vision to advance themselves in new directions to keep pace with the amazing and stunning transformation initiated and being pushed by the digital technology, post-digitalization, AI. That is why the manpower of India has been and is being wasted into rot for politics, power and pelf. The supremacy of China has stunned and shaken the world only by neglecting what is pre-dominantly significant and supreme for us to delude the masses! Day in and day out, we are dragging the emerging youth into the dead past as a glory to be retained and sustained; and they know nothing about the glory of the past or what sustenance means. Even those who are spiritedly engaged in the process at the top are largely ignorant and work to achieve their hidden agenda. And our divisions, sub-divisions and fragmentation are

being exploited for their total growth and advancement by the alien powers even today!

Exchange of information platforms, may be genuine and fake too, some fraudulent posts on jobs, work from home, and humanitarian causes are also there. There is no way or device to check the authenticity of such posts. The posts of pictures meant to evoke pity or sympathies for the birthday greetings, for the handicapped or ailing seriously from fatal diseases or some manufactured videos showing cheating, vandalism, hooliganism, lawlessness or goondaism are there. Even political or religious propaganda posts meant to promote blind belief, hatred, rivalry or fanaticism or communalism are highly provocative to disturb and disrupt the peace and harmony essential for smooth progress and growth. This all is a part of the tactical strategy of aggressive marketing endangering and jeopardizing what we call healthy contribution and competition!

These are the high times of sensationalism and controversies, trends and tendencies being developed and popularized by the stunning growth and use of the digital culture and virtual media here and there and highlighted highly by whatever mechanism, electronic or print media, and even very tempting and trapping posts even on the Facebook, comes handy to the

controversialists, promoters and patrons of controversies, preparing the participants in and for the controversies for a variety of reasons and success in this art of being INFLUENCERS is the greatest influence of and on whoever or wherever or whatever one may be. They are making a subtle strategic use of the Internet Technology Services for marketing of their immediate success for spying and sensationalism through surveillance by the use of the latest means for the purpose. The motives behind all this are both known and unknown and still lost in darkness or just dangling in half-light and half-shade to educate, win over, confuse and even trap the opponents, rivals or competitors or even those who are on the hostile front. The only funda of such invasive attempts seems to be gainful employment in one or the other form. So success must be there, whatever the means! The ordinary users of this digital media and culture are the worst victims in their daily digressions and malicious delights. This of course lavishly serves the interests of the powers or forces working for the manipulation and total control of power and pelf of the newly emerging globalization.

We know that MAN, SINCE ANTIQUITY WHEN HE WAS THE DENIZEN OF JUNGLES HAS LIVED FOR THE DESIRES AND DREAMS OF SUCCESS ONLY, BE IN BARBARISM OR CIVILIZATION! The very face of it might have radically changed, the impatience for it too has drastically changed, the means may take any form, the intenders must push through whatever be the short-term or long-term consequences. We have the fastest means of

communication and transport today and this has far widely influenced the working of grasping or grabbing, hurting or hunting or winning or even if lost in disaster or devastation. So be a controversialist or raise controversies or manage to be in controversies or support controversies from behind the scene or screen. This will not only spread large-scale confusion among the opponents, rivals, competitors or even the ignorant masses participating in the show and divert their attention from the urgent issues of immediate importance that help them in fighting for or raising their socio-economic or socio-political status for power or peace. All are at the receiving end! At what cost? And whose cost? Who cares? Such a situation compels the negligible saner section of society to think and rethink seriously if the powers of governance or the powers in a queue are actively involved in promoting and perpetrating such a disturbing situation to secure and prolong their political or economic or even show of power among the non-entities.

As a result of the liberal and licentious use of digital technology, the nature of crimes has also changed diversely in spite of the digital surveillance and spying. Fake manufactured videos of religious and political propaganda, fanaticism, fundamentalism, promotion of business and blind faith for power, pelf and politics are posted in routine and the users of this facility are unable to discriminate and distinguish. Then fake sexy manufactured videos of boys with young beautiful school teachers at home taking tuitions, milk or vegetable vendors or young servants, lads of all work at home with the

mistresses, masters provoked with maids at work etc. are very commonly seen. The posts of messages of knowledge and wisdom for the daily life and living have rendered learning in the organized education system futile. And the students on the campuses are reported to be busy most of the time on their mobiles. This digital technology and culture have become the living encyclopedia of all learning, knowledge and wisdom. And its misguiding and corrupting influence on almost sections of society is visibly and largely felt whatever the justifications for keeping stubborn silent and turning the face the other way! These new trends and tendencies have become existential needs causing disgusting damage to social and public morality and decencies. In my blurb for Dr. Girija Suri's brilliant and enlightening anthology of essays, the very latest, Representations of Contemporary Indian Digital Popular Culture, I wrote-

"This anthology not only acquaints us but also awakens us to digital media, YouTube, cinema, television, OTT theatre, online marketing, finance, fashion, transformed rural aesthetics, LGBT issues, political and religious propaganda, humanitarian appeals and values mired in controversies and unfortunate agendas, miraculous education and values and benefits of the totakas of the wiseacres, online trends of scripted videos and reels, thefts, cheatings and frauds by the new-born artists, by the all-embracing and all-encompassing NET as a commerce." (Dr. Girija Suri)

**UNDENIABLY A NEW IDEOLOGY HAS EMERGED TO BE A PART OF THE CURRICULA!** If so, will it be termed as a new form of terrorism, as we know from what has been happening everywhere in the past, remote history or the recent past, telling us about the political upheavals, police repressions,

military warfares, civil wars, epidemics and pandemics- the latest stiff challenges are narco-terrorism and medical terrorism in the form of COVID-19, now being viewed as the biggest medical scam or fraud in human history- all this stands as a testimony to authenticate such assumptions or reasonably drawn conclusions. These have been and are being used as a part of the marketing strategies as a sure sign and mean of success. Earlier, the means of wider and wilder connectivity for propaganda and canvassing and controversies were quite limited. The desired messages were communicated through some small gatherings of followers or couriers and there were not even hordes of population.

Then came the printing press, wireless apparatus, telephone, telegram, radio, television. The amazing success of these means for hidden purposes and agenda, with least spying and surveillance on the general freedoms of the people, of the different organs of the controlling powers and authorities led to further work on quicker and faster innovations in means of communication and contact to control the fast increasing populations and use it to gain power for governance and manipulate means of wealth. The stunning success of the computer technology, worldwide internet, digitalization created by the electronically operated devices prepared the solid grounds for the operation and control of all the organs of the government, administration, planning, justice, education, public and private sector industry and business, agriculture, urbanization and the rural world completely radically transforming the working conditions of the total work force

in politics and its associates in political authority, bringing under their total control or surveillance, directly or by proxy, all sections of society. This advance at different times in history has increased the struggle for power and wealth with its direct impact on the use and employment of human resources. The control of this advance perpetuated their rule and divided the society into classes with this very marketing strategies directed solely at spreading and countering misinformation, disinformation, propaganda, falsehood and lies to build an atmosphere of confusion, chaos, disharmony, obscurity and suppression so that there prevails the atmosphere of fear and insecurity to help the powers and their struggle to stay glued to power in this virtual or e-world-e- governance, e-banking, e-education, e-marketing, e-media, e-work, e-jobs, e-investment for immediate lucrative gains, e-consultation, e- propaganda, e-religion, e-politics, e-sex, e-enjoyment etc.

It is not possible at the same time for the general public using mobile or i-phones or Tablets or laptops etc to sift the truth in their limited reasoning, ignorance or illiteracy and backwardness or awareness of the motives behind all this, in the far-off places away from the SMART CITIES where they enjoy the blessings and bliss of internet services. Even the dwellers of the SMART CITIES fail to gauge the motives behind this all and fall a prey to criminality. So, the Cyber-crime works. Multi-media posts, messages and videos, posts on violence on and by Indian students abroad, posts of sexual relations and physical intimacy outside relations, post on lucrative jobs and employment (work from

home as per your convenience, no qualification or experience required, only mobile or i-pad needed, daily salary from Re 5000 – 50,000) too lack credibility in inculcating the urgently required and desired sense of responsibility in the sensitive and easily-influenced minds of the slippery youth and the like. These are the digital advertisements.

It may be mentioned here that the business and commerce of advertising in the newspapers, handbills, billboards, posters, in the magazines also flourishes in amazing success. Eye-catching attractive and alluring colourful advertisements outside the business premises and flooding the main roadsides also ensure glaring success. Once I happened to read Herman Wonk's A Talk on Advertising in which he came down heavily on the really unethical, fraudulent and even immoral, unproductive business and commerce of advertising. When we look around everywhere, we come to learn that we are living in an age of aggressive and invasive and destructive advertising. This business is solely meant to attract, tempt and trap for pure cheating and fraud with fanciful lies about what doesn't even exist in the product. The poor unthinking and unsuspecting customers are easily taken in by the advertisements. This is the only business engaged in justified unethical trade practices to sell the stuff and the products, not much required, sell more than required even the unwanted products and commodities by using even unnoticed wrong language, attractive pictures of beautiful young girls exposing their nudity in an artistic manner- droves of silly girls, painted hags,

stuffed tiger-heads- using bold and shameless lies and prevarication to harness business. This business is said to be the most fraudulent and unproductive using all means of cheating and lying to exaggerate the necessity, quality and immediate requirement in daily life to look and live different and better than any other, and the product or commodity is available to the customer or consumer only for a short time or very short time. This happens not only in commodities of fashion or eatables or healthy diets or even medicines to live in fine health without any health issues! What a wonder world of the underworld!

These advertisers use roadside billboards, huge posters, handbills thrown at every doorstep in the frequently crowded places or even huge billboards on the long roads; other means of advertising are digital ads, multimedia, TV, moving decorated humans, especially girls. That is a source of abundance for the advertisers without doing anything except mischievous and misleading lies. Money is necessary for bread. Look to the millions who earn their daily bread- the vendors and hawkers in the crowded markets and roadsides from morning till late evenings, the labor, the painter, the smiths, the carpenters, the diggers, the manufacturers, even the singers and journalists! In comparison, see what these advertisers do?

Most of such posts are sensational lies manufactured or concocted, and falsehood aimed at creating insecurity, fear or hatred or to provoke fake pity and sympathy. Or even selling sex and friendship! In brief, the obvious purpose of all this irrational and commercial use of the e-zone is to be a controversialist, or

to create controversies or to promote or support controversies or even to participate in such controversies, to keep alive their ulterior motives as a business of social and political disorder, disharmony, disturbance or chaos. Perhaps e-zone was conceived and promoted for the faster and better use of the means of communication for better, happier and prosperous life to keep pace with the changing times. Unfortunately, this blessing has been or being put to utmost misuse deliberately. This negative and irresponsible use of the internet has increased threat perceptions and its positive and concrete gains and benefits are being overshadowed. Even among the elite class there are elements who show least or no respect for responsibility and positivity in the matter. Perhaps human beings in this category delight in it according to their wit or wisdom or malice and ignorance. The issue is how to ensure positive and responsible use of the latest technologies for radical transformation for human good and growth by ensuring an infallibly responsible use, though negligible exceptions are always there in universal good. This created the problems of Cyber security and Cyber-crimes in spite of the installation of the technically effective and efficient devices of surveillance. This further led to the heightened sensationalism in the crimes and crime psychology of the criminals easily and immorally and the media showing the success of law-enforcing agencies in handling and tackling these crimes. Even the half-educated or uneducated or ill-educated masses familiar with these devices are making the best use of their negativity in an irresponsible way unmindful of the consequences. This is result

of the commercialized and liberal, not restrained and cautious and responsible, use of the internet on various devices and gadgets.

In such a deeply disturbing situation and conditions, gangs of criminals at different levels and fraudsters, THE NEW ARTISTS, flourish and the powers engaged in the manipulation and control of the means of wealth appear to promote them or feel helpless for one reason or the other. The net outcome of such working and performance lacks credibility for human good and well-being. Trust-deficit in the system operating everywhere, seemingly SMART, is widening. The perspectives and prospective of the success of these marketing strategies with the sole objective of controlling the means of wealth and power to the best use of their friends and beneficiaries have confounded those who think otherwise. These forces too surrender or stay away further widening the trust-deficit and worsening the situation all the more. The collapse may not be unforeseen from where emerges the possibility of a new ideology for an entirely new system if history doesn't belie!

The latest innovation, AI or Artificial Intelligence, and its rapid advancement and its use and the online or on campus courses in this innovation, is a wonderful mean of success, though it has further posed challenges in its misuse even in writing research papers and theses. The concerned authorities clearly warn of double check to find out plagiarism and unacknowledged borrowings. The ordinary and common use of AI may delight and charm. After the frequent and common use of AI, let's wait for some new innovation!

We must learn to look at and look into the limiting factors that hinder our growth or advancement. This will boost our courage and morale and clear understanding of the mess around to move forward in the direction we have chosen or decided. This will break the sticky stagnation and clear our future path and guide us to secure our means of success. Today when the requirements and essential principles of our successful performance in the completely transformed work culture and conditions in professional environment wherever we are settled or want to settle, we must leap across the traditional ways of work and thinking and be open to upskill ourselves and update ourselves in our performed learning, now proving slow or redundant, about the new emergence. Or the way-out is there to welcome us! Our will and choice are both on trial.

OUR CLASSROOM TEACHING IS ON TRIAL IN THE FIELDS OUTSIDE! LET'S UNDERSTAND CLEARLY THAT TO PREPARE THE Z-GEN FOR THEIR PERFORMANCE WITH A FRESH VISION AS INFLUENCERS IN THE RIGHT GUIDING SPIRIT!

BRIGHTEN YOURSELF, ENLIGHTEN YOURSELF AND PULL AND PUSH YOURSELF UP BEFORE ANYTHING FRIGHTENING HAPPENS IN AN IRREPAIRABLE DAMAGE TO YOURSELF OR TO YOUR ENVIRONMENT!

#### Reference:

*Representations of Contemporary Indian Digital Popular Culture*, edited by Dr. Girija Suri,



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